

Quote

the weekly digest

Volume 40—No. 26

File

Week of December 25, 1960



20th year of publication

QUESTING WITH

Quote

California is parade happy in the winter time. At Long Beach one may watch the Christmas-Water Pageant—a parade of yachts and cruisers which will be fashioned into “Christmas Around the World” floats. Then comes on New Year’s Day the famous “Tournament of Roses” at Pasadena. Not to be outdone, the animal kingdom gets into the act. The gray whales will swim by information close to the shore for many days. Native Sons call this the Moby Dick parade. The Nat’l Park Service has a Whale Watching station at San Diego. At the Palo Verdes Marineland of the Pacific, there is another watching station. Excursion boats run trips for close up viewing.

”

Do you know those raucous TV commercials cost you 25¢ a week? Of course you don’t watch or listen, but go out for a drink or something. However, sponsors resenting this, have now had their boys turn up the volume 10 decibels so that you can still hear them, even if you are 2 rooms away. *TV Guide* did a lot of figuring of operational cost of a TV set based on the number of viewing hours. Estimating that 1/6 of each hour is devoted to commercials, they arrived at the 25¢ cost per week.

The telephone system is making life easier and easier. Soon when you dial and find the number busy, you will just hang up. The memory unit will take over. When the line is clear both phones will ring. This equipment is manufactured by Western Electric for use in the guidance system of the Nike-Zeus missile. The telephone co has it on an experimental try-out now in some areas.

”

The Herald-Tribune ran a photo of a room handsomely decorated under the headline “Decorating the Young Executive.” One wall of the dining room was covered from floor to ceiling with simulated bookshelf wallpaper, giving the appearance that every shelf was crowded with books. However there were actually 2 small authentic bookshelves in which the Young Exec could stash his not very extensive library.

”

The art of repartee is not lost, it seems. We found this sample in *Capper’s Weekly*. A college senior dated a young woman from a nearby girls’ school a few times. Some weeks passed and when she hadn’t heard from him, she sent a telegram reading: “Dead, Delayed, or Disinterested?”

The young man promptly wired back: “Hunting, Fishing or Trapping?”

may we QUOTE



you on that?

[1] Sen EVERETT M DIRKSEN (R-Ill): "Our election system certainly needs a good look-see in view of what happened in the presidential contest." . . . [2] Rob't S McNAMARA, pres of Ford Motor Co, who will become Pres-elect Kennedy's defense sec'y: "I accept my new duties in full awareness of what the position of sec'y of defense requires of me, with a tremendous sense of challenge and with full confidence in the ability of Pres-elect Kennedy to lead this nation forward at a time, and in circumstances that demand the best every citizen has to offer." . . . [3] HENRY FORD II, commenting on appointment of Ford Pres Rob't S McNamara to be Sec'y of Defense: "If he is allowed to do as good a job for the country in this new assignment as he has been able to do for our co over the past 15 yrs, the gain—measured in terms of the nat'l interest—will make it easier for Ford Motor Co to sustain the loss of his leaving." . . . [4] DOUGLAS DILLON, Pres-elect Kennedy's choice for Sec'y of Treasury: "We must maintain sound fiscal policies at home to provide the resources needed abroad." . . . [5] ERNEST J MONTILIO of Quincy, Mass, baker who will bake the Kennedy inaugural dinner cake: "I hope I'll be able to produce a real masterpiece. I intend to make the best cake of my life for our new pres." . . . [6] Gov ORVILLE L FREEMAN of Minn, accepting his designation by Pres-elect John Kennedy to be Sec'y of

Agric: "I regard this task ahead as a real challenge and a great opportunity. . . . If the U S is to meet its responsibil-

ities to its own people and as a leader of the free world, it must meet the challenge of potential plenty in agric commodities, products that meet basic human needs." . . . [7] ARTHUR J GOLDBERG, after being named Sec'y of Labor, to press waiting outside Pres-elect Kennedy's Washington house: "The first recommendation I'm going to make is that these reporters get hardship pay for working out here." . . . [8] Mrs Rob't W GUNN, daughter of Mrs Elizabeth Rudel Smith, Pres-elect Kennedy's choice for U S Treas: "Why, mother, you could never keep a checkbook straight." . . . [9] Sen HUGH SCOTT (R-Pa), questioning whether Rob't Kennedy as att'y gen'l would ferret out and make public any scandal that might arise during the Kennedy administration: "How will it be possible for the legislative branch to discover what the exec branch is doing if the att'y gen'l, with the great power of the keys to the jail, is the brother of the Pres?" . . . [10] Pres CHAS DE GAULLE in Algeria: "All of us feel, after so many trials, how necessary it is to make peace here. The day will come when everyone will shake hands and at last we can bld the new Algeria."

Quote



Christmas is something more than a day; it is both a season and a seasoning. Its festivities add a piquant touch to the closing weeks of the old year. Under its spell we turn from thoughts of ourselves to a consideration of others. It is the one time of year when we put aside everyday problems, and turn our thoughts to the whole family and to friends, whether they are near or far. To holiday festivities but first and last to the occasion itself, the touching simplicity of which has endured for nearly 2000 years.

Christmas is more sorely needed in times of stress like these than in periods of lesser strain. We are beset by the tumult and turmoil of the birth of new nations; the distress of anti-Christ ideologies; we have great problems at home and abroad. But all through history Christians have coped with such conditions, holding fast to faith in God's ultimate plan.

So now Christmas takes on a new and deeper significance. There comes to us a realization that enduring happiness rests upon something more than material possessions. From every church rises the song of carols, beautiful music, the prayers of young and old, offering tribute, and sending up the perpetual plea for "peace on earth, good will to men."

Penny Droke



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PENNY DROKE, *Editor and Publisher*
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DEPARTMENT EDITORS: Richard Armour, R. L. Gaynor. WASHINGTON: Leslie & Elizabeth Carpenter. FOREIGN: Alvina Brower. CONTRIBUTING EDITORS: Ethel Cleland, Elsie Gollagher, Lucy Hittle Jackson, Emily Lotney.

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Quote

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Quote the weekly digest

"He who never quotes, is never quoted"

Charles Haddon Spurgeon



ACHIEVEMENT—1

Failure and success are partners that travel hand in hand. Real achievement seldom is possible without some difficulty along the way. We are not challenged to put forth our best effort if things come too easy.—ANNA LOU SHANOR, *Progress*. Unity School of Christianity.

AFRICA—2

A gifted African friend, Luckson Ejofodomi, now a journalism student in America, says, "The scramble for Africa is not political ascendancy, but a painstaking effort to capture the very heart of Africa. . . It is a war of words and not swords. It is an incessant conflict that will not yield an iota of ground." . . . Too often we have not practiced the golden rule. Peoples have not been recognized as equals. Too much has been taken out (of Africa) and too little put in.—ALBERT D HELSER, "Not Swords, But Words," *Christian Life*, 12-'60.

ART—3

In 'St Paul's Cathedral in London is a painting by Holman Hunt called "Christ, the Light of the World." When the painting was first painted, an art critic called the artist's att'n to the fact that there was no latch on the outside of the door. Holman Hunt ans'd, "That's the way I meant it to be. You see, the door must be opened from the inside."—BILLY GRAHAM, "The New Birth," *These Times*, 1-'61.

BIBLE—4

When you have read the Bible, you will know that it is the Word of God because you will have found it the key to your own heart, your own happiness, your own duty.—KENNETH J HOLLAND, "The Greatest Book Ever Written," *These Times*, 1-'61.

BOOKS—5

Sorting a collection of books left to me by my grandfather, I came across a dictionary printed in 1901. Leafing thru it my eye fell upon "uranium." It was defined, "A worthless metal, not found in U S." —OWEN W STOUT, *Phoenix Flame*, *Phoenix Metal Cap Co*.

BUSINESS—Businessmen—6

Preparation for a career in business today requires much more than narrow vocational training. It must encompass much of the best thinking, past and present, that our system of higher education can offer. The business leader of today, and certainly of tomorrow, must be equipped with broad ideas and concepts. He must be able to deal effectively with much larger issues than those involved in mgt of business. — ERNEST R BREECH, chmn of bd, Ford Motor Co, *Overview*.

Quote

washington

By Les & Liz
Carpenter



Charles H Tower, head of TV for the National Ass'n of Broadcasters, makes the flat prediction that televised "Great Debates" will be held in 1964, despite widespread newspaper speculation that John F Kennedy, as the incumbent President, won't agree to it because it would build up his opponent and put Kennedy on the defensive for actions of his administration. "Neither the White House nor the broadcasting industry will make the decision in 1964," says Tower. "The public will." The electronic wonder of broadcasting has brought Amer politics back to the people.

" "

Outgoing White House Press Sec'y James C Hagerty passed on these words to incoming Press Sec'y Pierre Salinger: "God bless you—and God help you!"

" "

Rep Toby Morris (D-Okla) told the story of the candidate who was delivering a fist-swinging oration before some voters, but was dealing with only vague generalities. "I wish to ask a question," shouted a heckler. "Will the candidate please tell us if he personally drinks intoxicating liquor?" The candidate paused briefly, then asked: "Is this an investigation or an invitation?"

Quote

CHURCH—7

Once, in India a group of 100,000 Hindus voted to become Christian. But there were 37 denominations at work in their area, so they gave up their plan thru inability to agree on which denomination to be identified with. — "A Luxury We Can't Afford," *Christian Advocate*, 12-8-'60.

COMMUNISM—8

A person sarcastically asked Rob't M Hutchins, pres of the Univ of Chicago, if Communism was still being taught at the Univ. "Yes," he repl'd, "and cancer at the Medical School."—HAROLD SEYMOUR, Prof of History, Mills College of Education, "Communist in the Classroom," *Jnl of Higher Education*, 10-'60.

DEBT—9

Paying the monthly bills might be easier next time if you'll compare your plight with the man in Thebes who signed the following loan contract in 198 B C. (It's now in the Chicago Museum of Natural History.)

"I, the peasant slave Ensnakhomneau, . . . have borrowed from the woman Nekhutes 22½ artabas of wheat. I promise to repay this loan with 100% interest, making the total due 45 artabas of wheat. Further, I promise to repay this loan with good, unadulterated, chaffless seed wheat . . . (and) to deliver said wheat to the house of the woman Nekhutes . . . without transportation charges, by the last day of the 9th mo of this yr with no extensions of time to be granted. Furthermore, everything I now possess or shall acquire is herewith pledged to Nekhutes until I shall have discharged my debt in full. . . ."—*Minute*, Nationwide Ins Co.



mining the magazines

The Civil War Centennial, greatest in U S history, opens on Jan 8, with a message from Pres Eisenhower. During the past year the *Atlanta Constitution* has been publishing each Sunday the *Atlanta Century*, the recreation of a front page of a Civil War-era newspaper as it might have looked 100 years ago. It will continue through May 1965 to promote a better understanding of that era.

Typography and art is produced in the same format as used then, old magazines and newspapers are mined for material. Each issue conforms to the same date as of a century ago. It is a comprehensive story of America, her people, customs, sports, fashions, old ads, and events such as the Pony Express. It is edited by Norman Shavin of the *Atlanta Constitution-Journal*, who described it in *Editor and Publisher*.

Gen U S Grant III is chairman of the Civil War Centennial Commission. In *This Week* he listed the coming events of the commemoration. He says: "The war did not divide us; we were already divided. It united us and made us the greatest and most powerful nation the world has ever seen; that this centennial will bring us all close together and deepen our mutual understanding."

Karl S Betts, executive director of the Centennial says in *Parade*, "The South may have lost the war, but it's certainly going to win the centennial." Making great preparations are 34 Southern states that participated in the war. Battles will be re-enacted, battle fields restored, pageants and special events be staged.

The *Hoosier Motorist* featured a story of "The Opening Shot of the Civil War" which is to be reenacted. At exactly the same date and hour as a century ago, on Jan 9, at daybreak, the boom of the batteries in the Charleston, S C, harbor will recall a war and a 5 year period in which more American lives were lost than in all the wars we've fought before or since. This first shot was fired at the merchant vessel, "Star of the West," by a corps of cadets from the Citadel. Gen Mark Clark, pres of the Citadel, has selected a group of cadets, many of whom are descendants of those who participated in the actual event, for the re-enactment. Uniforms, guns, hairstyles, all will be authentic reproductions of those in vogue 100 yrs ago.

This is the 1st of a long series of re-enactments of battles. Before it is over skeptics say America will be echoing Grant's cry: "Let us have peace."

Quote

DEMOCRACY—10

Education is the most important prerequisite for the eventual operation of an effective political democracy. Altho regional variations are to be expected, I believe that until the adult literacy rate reaches 50% there can be no serious talk of operative democracy. — JOHN SCOTT, *Democracy Is Not Enough* (Harcourt, Brace).

EDUCATION—11

Some teaching machines are simply improved methods for giving quizzes, whereas others are somewhat like a private tutor with limitations in the areas of subect matter. These machines have been used as an aid in the teaching of such subjects as for'gn languages, math, science, geography, religious subjects, grammar, human behavior, surgery and electronics. . . Thru the use of a teaching machine in Collegiate School, a private high school in N Y C, 72 students learned the mat'l taught in part of a math course in 10 days instead of the month and half usually required. — HENRIETTA FLECK, "Teaching Machines Are Here!" *Forecast for Home Economists*, 11-'60.

ENEMIES—12

I hope that man will have the wisdom to decide, once and for all, that the only enemies worth fighting are ill-health, poverty and ignorance.—Dr M G CANDAU, *New Outlook*.

Quote scrap book

BENJAMIN FRANKLIN, one of a family of ten children, lived a varied, full and distinguished life. Beginning as a printer, he grew wealthy by publishing the Pennsylvania Gazette and from his first book, "Poor Richard's Almanac." He did much research, had a brilliant political career, was an imminent statesman, writer, Minister to France, and withall a charming person—especially to the ladies.

It was said of him that "he was more universal than Voltaire, invented the Hoax, the Lightening Rod and the Republic, to say nothing of bi-focal spectacles." Poor Richard's maxims are firmly intrinched in our language and literature. At his death Mirabeau, French dramatist and journalist, wrote of him:

"Antiquity would have raised altars to this mighty genius who, to the advantage of mankind, compassing in his mind the heavens and earth, was able to restrain alike thunderbolts and tyrants."

—

FAMILY LIFE—13

A large family is really a small world where children can learn the techniques they'll need for living in the larger world outside. — Krr KUPERSTOCK, "We Wanted a Big Family," *Parents Mag*, 11-'60.

Quote

FREEDOM—14

What interesting answers if we were to interview one another about our personal freedom. . . Ask a teenager, and he will tell you freedom means, among other things, having the family car and getting a larger allowance. Ask a mother, and she would reply it means having a little time to call her own. . . Ask the average man, and he (thinks of) relief from routine and some hrs to do just what he wants. Many people think of freedom as something negative . . . liberation from something. . . Freedom is positive, not negative. It is being free in something, not free from something.—GENE E BARTLETT, "Two Sides of Freedom," *Watchman-Examiner*, 11-24-'60.

FRIENDSHIP—15

Liking people is one of the important ingredients for getting the most out of life. If you like people, you have a zest, an enthusiasm for working and for living—you give of yourself to others and, in return, you find yourself getting a great deal from them. Once it becomes a part of you it will pay dividends not only in your work but in sheer enjoyment of living. Try it and see for yourself! — SAM'L GOLDWYN, *This Wk Mag.*

GIFTS—Giving—16

If you take joy in choosing gifts for others, and if your gifts usually bring pleasure in which you can share, you are indeed fortunate. You have a gift yourself that should be cherished and developed.—MADELINE ANGELL, "Giving Is a Gift," *Rosicrucian Digest*, 12-'60.

GOD—and Man—17

Sometime ago I saw a cartoon depicting two seasoned sailors, returning from an extended tour of duty. Apparently they were evaluating their moral conduct, using the 10 Commandments as their yardstick. One remarked: "Well, at least I haven't made any graven images!" Modern, sophisticated Americans think that the 2nd commandment is a religious curiosity, serving merely as historical reminder that once persons were naive enough to worship idols. . . The word "worship" comes from an old English word meaning "worth"; thus, it indicates the "courtesy or reverence paid to worth." What is it you value more than anything else in the world? Whatever you value supremely is your god, speaking functionally.—FRED CLOUD, "Dethrone Your Modern Idols," *Link*, 1-'61.

GOLD—18

About 30% of the world's gold production goes into industrial use; most of it for jewelry and teeth.—*Horizons*, hm, Ray Mills Inc.

GRATITUDE—19

The parents of a young man killed in the war gave their church a check for \$200 as a memorial to their loved one. When the presentation was made, another war mother whispered to her husband, "Let's give the same for our boy."
"What are you talking about?" asked the father. "Our boy didn't lose his life."

"That's just the point," replied the mother. "Let's give it because he was spared." — *Watchman-Examiner*.

Quote



Christmas Everywhere

Everywhere, everywhere, Christmas tonight!

Christmas in land of the fir-tree and pine,

Christmas in lands of the palm-tree and vine,

Christmas where snow peaks stand solemn and white,

Christmas where cornfields stand sunny and bright.

Christmas where children are hopeful and gay,

Christmas where old men are patient and gray,

Christmas where peace, like a dove in his flight,

Broods o'er brave men in the thick of the fight;

Everywhere, everywhere, Christmas tonight!

For the Christ-like child who comes is the Master of all;

No palace too great, no cottage too small.

—PHILLIPS BROOKS.



Thank God for Christmas! Would that it lasted all yr. For on Christmas Eve and Christmas Day, all the world is a better place, and men and women are more lovable. Love itself seeps into every heart, and miracles happen. Isn't it wonderful to think that nothing can really harm the joy of Christmas?

—PETER MARSHALL.

Quote

HEALTH—Mental—20

A study of 1,000 U S clergymen, aged 30 to 40, reveals that ministers are more susceptible to emotional and mental breakdowns than those of this age group in other professions.—*Newsweek*.

HEARING—21

One of the greatest needs of today is cultivation of the faculty of hearing. Nearly everyone listens to sound-vibrations automatically, attaching the mind merely to the few surface harmonies that correspond to normal habits of thought. Alter the att'n by listening more deeply, and the silence will yield other sounds to which we had previously been deaf, evoking from the heart a corresponding degree of feeling.—Editorial, *New Outlook*.

HOME—22

Looking at a home is something like looking at a stained glass window in a cathedral. From the outside, the window is dull and almost colorless; but from within, the window, backed by sunlight, becomes a thing of beauty.—MARVIN L GRAY, *In a Nutshell*.

IDEALS—23

A man's ideal, like his horizon, is constantly receding from him as he advances toward it.—W G T SHEDD, *Illinois Medical Jnl*.

JUVENILE DELINQUENCY—24

The absolutes of our forefathers have been lost in today's great social and moral reshuffling. Moral fibre has deteriorated, and youth can get back on the track when society can again arrive at a real belief in a God-controlled universe.—Dr Roy G Ross, gen'l sec'y, Nat'l Council of Churches, quoted in *Concern*.

....pathways to the past.....



Civil Service Week

International Printing Week

Jan 15—World Religion Day. . . 130 yrs ago (1831) "The Best Friend of Charleston," 1st practical Amer built locomotive, made its first run over the Charleston and Hamburg Railroad in S C.

Jan 16—135 yrs ago (1826) the Nat'l Academy of Design, a society of workers in the fine arts, was formed in the N Y studio of Samuel B Morse, telegraph inventor. He was also a portrait painter.

Jan 17—255 yrs ago (1706) b Benjamin Franklin, distinguished in many fields (see SCRAP BOOK) . . . 155 yrs ago (1806) b James Madison Randolph, in the White House, the first child ever born there. He was the son of Martha Jefferson Randolph, daughter of Pres Thomas Jefferson. . . 110 yrs ago (1851) b Arthur Burdett Frost, Amer illustrator and humorist—visual creator of Uncle Remus and Brer Rabbit.

Jan 18—90 yrs ago (1871) the German Empire was established at Versailles, France, following Prussia's victory over the French. Emperor Wilhelm I became monarch of the unified German states. . . 50 yrs ago (1911) the 1st airplane landing was made on a ship from San Francisco to the USS Pennsylvania in the harbor.

Jan 19 — 225 yrs ago (1736) b James Watt, Scottish inventor and mechanical engineer, discoverer of the power of steam. . . 100 yrs ago

(1861) Georgia seceded from the Union. . . 80 yrs ago (1881) Jay Gould and William H Vanderbilt, New York financiers, amalgamated several telegraph companies and organized the Western Union Telegraph Company. . . 75 yrs ago (1886) Congress enacted legislation stipulating that, in case of the deaths of both the president and the vice-president, the presidential office will be filled by the Secretary of State.

Jan 20 — Inauguration Day, for John Fitzgerald Kennedy, as president of the U S . . . *St Agnes' Eve*, . . . 160 yrs ago (1801) John Marshall of Virginia was appointed Chief Justice of the Supreme Court of the U S by Pres John Adams. . . 25 yrs ago (1936) Edward VIII ascended the throne of Great Britain at the death of King George V. Later he abdicated. . . 20 yrs ago (1941) Franklin D Roosevelt was inaugurated for his third term of office, the first president of the U S to be so elected.

Jan 21—Feast of St Agnes, patron saint of young girls. . . 115 yrs ago (1846) Charles Dickens was listed as editor of the first issue of the *London Daily News*. . . 100 yrs ago (1861) Senator Jefferson Davis resigned from the U S Senate. He became the president of the Confederacy.

Quote

LABOR—Management—25

Opinion Research Corp'n of Princeton interviewed nearly 500 workers to test their reaction to certain words mgt often uses. . . "employee benefits" meant something to 82% of those interviewed, but only 54% understood "fringe benefits" . . . only 54% knew the meaning of mass production (one worker said it was "producing more than the buyers can absorb") . . . "corp'n" carried overtones of money, power and selfishness; "company" drew a more favorable response . . . survey also found that only 12% of the workers read and understand the average article in the company publication.—*Trained Men*.

LOVE—26

A young man once talked with people of many races and creeds. Each told him of the oldest thing in the world. He determined to find it. He walked many mi's and was often rewarded by beautiful vistas before him; but always when he heard of a very ancient thing and went to see it, someone told him of another much older. . . After many yrs he returned home, an old man, still not having found that for which he was in search. One day as he sat in his garden, a little girl passed holding an old doll tenderly in her arms. He watched her smooth its rough, tangled hair and speak to it as a mother would to her baby. "At least," he sighed, "here is the oldest thing in the world. It is love!"—*ETHEL F SAUNDERS, Rosicrucian Digest*.

MACHINE AGE—27

Man may one day build a self-reproducing, self-improving computer machine whose descendants might even be smarter than the man who dreamed it up, according to Dr John Myhill of Stanford Univ. The math prof said a self-improving series of machines would have builder, instructor and computer components which would enable it to produce a better version of itself. — J ROBT CONNOR, *Mechanix Illustrated*.

MODERN AGE—28

Living in rented ap'ts, jamming rds and subways, punching time clocks, sitting paunchily at desks, cramming the minds of his children with technical knowledge, modern man sacrifices health of body and freedom of spirit to the scientific idol of his time. On its altar go the smell of earth, the feel of wind and weather, vision of fields and rivers, warmth of friendship, understanding of children, even the contemplation of God; all these are given over to a metallic, intellectual existence. — CHAS A LINDBERGH, *These Times*.

MUSIC—Children—29

Nearly all young children have a unique capacity for understanding and appreciating good music. Love of music is as natural in little children as is their love of play. . . The youngster who at ten can sneer at concert music as music for "sissies" did not come by these prejudices naturally. They were drilled into him, perhaps unconsciously, by a generation of irresponsible adults.—LEWIS POTTER, "A Parents' Guide to Children's Records," *HiFi-Stereo*, 12-'60.

Quote



Tempo of the Times

John F Kennedy will be officially elected Monday the 19th when the Electoral College meets. Despite recounts, he will make it. Even if the election should be thrown into the House of Representatives, he will squeak by. This is the closest election for many decades. He has already made many of his cabinet appointments. They are mostly politicians, in contrast to Eisenhower's policy of choosing business men, which did not work well. He is burying most of the party platform, as are the Republicans. This is a regular post-election ritual, verifying the old gag: "a platform is something to git in on, not to stand on."

Nixon is rapidly moving to assume leadership of the GOP, and has already built up the nucleus of a team. He wants to keep the moderate progressive image established by Eisenhower; to stem a negative stand by Republicans in Congress which will label them as "obstructionists." But the party split is widening, and there is sure to be much squabbling.

Kennedy is completing plans for his program in the new Congress to streamline the operations of government, to tighten authority under him. He will order reforms by executive decree, thus by-passing Congress. The foreign situation will be watched closely to see how he meets it. New trouble in Laos where our U S carriers have been deployed, is added to that in Cuba, the Congo, Latin America, and as always Khrushchev.

Adlai Stevenson, as new Ambassador to the U N, has a lapfull of problems with which to contend. He will rely upon Dean Rusk, new Sec'y of State, and Chester Bowles for aid. The near bankrupt condition of the U N plus the vigorous plans of the Communist bloc to wreck it, make Stevenson's job no sinecure.

Business is still in a "mild recession." There is no hope of a rise till mid-year. Christmas buying will not measure up to last year. Downtown stores are hurt most, but suburban ones and even the discount houses are complaining. Reasons given for the slump are: that people have been upset by elections, the uncertainty of the policies of a new administration, thin stock market profits, and because they are "bought up."

However experts on consumer buying insist there is nothing to justify a feeling of excessive gloom, that there will be a rise in business, although slow. People are waiting with taut nerves, and Kennedy is going slow right now on the idea of gov't spending to shorten the recession. Changes in the new administration are shaping up and will emerge in coming weeks.

Quote

ORIGIN: Yule Log—30

One of "Merrie England's" most enjoyable holiday customs was bringing in the massive yule log. A log from the ash tree was most highly regarded because of the legend that Mary washed and dressed the Baby Jesus for the 1st time by the light of an ash-wood fire. . . The flame of the yule log was considered symbolic of the light that came down from heaven when Christ was born. In some places the log was brought in on Christmas Eve by the servants. Tradition says that while the log burned the hired hands did not have to work. Of course they would hunt for the largest log they could find.—**RICHARD A CHEEK, Church Mgt.**

PEACE OF MIND—31

Peace is a value which man has always sought: Peace among nations, peace among men, but most of all peace of mind. While man has sought peace external to himself, he may have overlooked the fact that the peace that will influence all living things will be the peace that is first discovered within himself.—**CECIL A POOLE, "Peace in Silence," Rosicrucian Digest, 12-'60.**

PERSPECTIVE—32

If you put things in proper perspective, you will find that a good many things you have been doing and the way you have been doing them have been wholly unnecessary.—**Dr EUGENE B MOZES, Living Beyond Your Heart Attack (Prentice-Hall).**

Quote

PREACHERS—Preaching—33

The besetting sin of a minister is sitting. — **RUSSELL J HUMBERT, pres, DePauw Univ.**

QUESTIONS—Answers—34

Questions are more important than answers, Grandpa Hillis was telling the children. If you know enough to ask the right questions, he said, chances are you don't have to.—**BURTON HILLIS, Better Homes & Gardens.**

RACE—Relation—35

The myth of the white man's superiority is broken into a thousand pieces and, like Humpty Dumpty after his fall, can never be put together again.—**Bishop RICHARD C RAINES, of the Methodist Church.**

READING—36

Only 70% of our Americans read adult level mat'ls. The other 30% cannot or do not.—**N Y Supervisor.**

RETIREMENT—37

If before he is 45 a man has found nothing that fires his imagination, nothing that arouses his creative powers and that enlists his best efforts but the daily shuffling of papers on his desk, he will be a pathetic failure in retirement. If he has never risen above his job and gone all-out for some task or cause totally unrelated to his business, he will be a hopeless case at 65, a perpetual problem to his family and his friends.—**CLARENCE B RANDALL, "The Myth of Retirement," Dun's Review, 12-'60.**

Accomplishments he's proud about

Nobody talks out loud about;
But errors he is meek about

The boss just loves to speak about.

—**ELINOR K ROSE, Denver Post.**

SPACE AGE—Radiation—39

Construction has begun on an atomic-reactor center designed to help man meet space-age radiation perils. The reactor will measure accurately the effects of radiation hazards in space travel or in an atomic war. Chief difference between the device and others of its kind: It will permit extremely high radiation doses to be administered instantaneously to animals as large as, or larger than, man. The center, to be known as the Armed Forces Radiobiology Research Inst, is being built on the grounds of the U S Naval Hospital in suburban Bethesda, Md.—*U S News & World Report*.

SPACE AGE—40

Space travelers may work best and sleep better if they discard the 24-hr-day of earth and establish longer rhythms for their lives, according to Dr Nathaniel Kleitman of the physiology dept at the Univ of Chicago.—*J ROBT CONNOR, Mechanix Illustrated*.

SPEECH—Thought—41

The average adult thinks 4 times as fast as he can talk, according to Prof Ralph G Nichols, of the Univ of Minn. He says most of us talk at a rate of 125 words a min, but think at a "cruising rate" of 400 to 500 words a min.—*Townsend Plan Nat'l Courier*.

TELEVISION—42

We began our ("Capt Kangaroo") program believing that children are intelligent, inquisitive, and of potentially great taste. We have learned nothing since then to make us change that opinion. — *ROBT KEESHAN, TV's beloved "Capt Kangaroo."*

Even while we sing, he smiles
his last
And leaves our sphere behind,
The good Old Year is with the
past,
O be the New Year as kind.
—WILLIAM CULLEN BRYANT.

43

THOUGHT—44

Every form of culture, every civilization, every legal system, every form of economic order, every style of art, every kind of constitution of a State—whatever else it may be—is also a product of a definite view of man.—*EMIL BRUNNER, The Christian Understanding of Man* (Allen & Unwin, London).

VALUES—45

A plain bar of iron is worth about \$5. This same bar of iron, made into horseshoes, is worth \$10.50. If made into needles, it becomes worth \$3,285, and if turned into balance springs for watches, it attains a worth of \$250,000! The same is true of another kind of mat'l—man—whose value is determined by what he makes of himself.—*Minot Messenger, Minot Dental Lab'y*.

WORK—46

The superstition that all our hrs of work are a minus quantity in the happiness of life, and all the hrs of idleness are plus ones, is a most ludicrous and pernicious doctrine, and its greatest support comes from our not taking sufficient trouble, not making a real effort, to make work as near pleasure as it can be.—*LORD BALFOUR, quoted in Good Business*.

Quote

GOOD STORIES

you can use...



A voluble throng was partaking of the after-theatre buffet in the lounge of the Algonquin in N. Y. Two middle-aged ladies from Bloomington observed a waiter pass with a tray of three steaming frothy-topped cups.

"Oh, doesn't that look delicious?" they murmured and called the waiter over.

"What was that you served those gentlemen?" one asked.

"Irish coffee, madam. A cup of coffee with a shot of whiskey and some cream on top."

The ladies mulled this for a moment and then one asked, "It sounds delightful, but do you think you could make it for us with Sanka?"—*American Mercury.* a

" "

Deep in the African jungle a mother cannibal was taking a walk with her little girl. Suddenly there was a frightening noise in the sky and the child ran to her mother for protection.

"Mommy, what's that terrible noise?" cried the child.

The mother looked up through the trees and said: "It's all right, dear. It's just an airplane."

"What's an airplane, Mommy?" asked the child as she dried her tears.

"It's a lot like a lobster," explained the mother. "There's an awful lot you have to throw away, but the insides are delicious!"—*DAN BENNETT.* b

Quote

I Laughed At This One

EMILY LOTNEY

Harry Hershfield tells the story of a hill country minister who was preaching when a storm arose. A bolt of lightning hit the steeple and smashed the windows in the church. The minister said:

"Lord, You know what You are doing."

A strong gust of wind came and blew off the roof. Again the minister said: "Lord, You know what You are doing."

Then came a flash of lightning and smashed the mailbox in front of the church.

"Now," said the minister, "You do not know what You are doing, Lord. You're fooling around with the United States Mail."

" "

The political candidate was to make a speech at a rally and had asked one of his followers to help him out.

"Now, Joe," he said, "every time I take a drink of water, you applaud, and when I dry my face with my handkerchief, you laugh."

"I advise you to change the signals," said Joe. "I'm much more likely to laugh when I see you deliberately take a drink of water."

—ANNA HERBERT. c

.....Quote-able QUIPS.....

All day long Mrs Smith's maid had gone around red-eyed and moping. Finally Mrs Smith could stand it no longer. "For Heaven's sake, Mary," she exclaimed, "what is the matter?"

"I — don't know how to tell you, ma'am," sobbed the maid, "but I overheard Mr Smith talking on the telephone. And . . . Oh, ma'am. He said it in so many words. He's packing up and going back to his old girl friend this wkend."

"His old girl friend?" Mrs Smith, tho excited and suddenly suspicious, kept control. "He didn't happen to mention her name, did he, Mary?"

"That he did," said Mary, proudly. "And I got it, all right. Alma Mater." — E C HARVILLE, *Wall St Jnl.* d

" "

"What do you have in school now?" we asked a beginner, after a few wks of it, "reading yet or writing?"

"All we have is Line-up," he said grimly. "Line-up for cookies, line-up for milk, line-up for the bathroom, line-up for rubbers, line-up to go out, line-up to come in." — *Food Marketing in New England.* e

" "

After a recent Texas flood a new-comer arrived in Heaven, and in true Texas style, started telling about the great disaster. In the midst of his story one of the listeners yawned and walked away. The Texan, offended, asked: "Who was that old so and so?" "Oh," replied another, "that was only Noah." — *Scandal Sheet*, Graham (Tex) Rotary Club. f

*For a New Year's Day that's bright
and clear,
Go easy on that New Year's cheer.*
—Nuggets.

" "

*At least one thing can be said
for the new year: Even if you look
at it upside down, it's still 1961.* —
GILES H RUNYAN.

" "

*The day after Christmas is usually
when one has the tired blood.*
—CAREY WILLIAMS, Publishers Syndicate.

" "

*Someone has just dreamed up a
new kind of Christmas Club: You
save up enough money to pay for
last yr's gifts. — Great Northern
Goat, hm, Great Northern Ry.*

" "

*America is still the wealthiest
nation. Where else could you have
such a prosperous recession?—*
FRANKLIN P JONES.

" "

*Cuba at present is the only place
on earth where parents and chil-
dren alike must take regular doses
of Castro oil. — ROGER G IMHOFF,
quoted by JOE CREASON, Louisville
Courier-Jnl.*

" "

*Italians sing with gusto — the
French will sing with anybody!—*
ROB'T L WOEHLE.

" "

*In life's liquid measure, one pint
of enjoyment can equal one peck
of trouble.—Oral Hygiene.*

Quote

light armour

Richard Armour



On Order

A mail-order house has issued a catalogue offering made-to-order wigs for men. Along with the catalogue it sends a tape measure, a paper pattern to measure the head, and an envelope.—News item.

Just think, a made-to-order wig,
One not too small and not too big,
But fitting snugly round the ears
And looking as if clipped with shears.

It comes, they say, in old and new cut,

In pompadour as well as crew cut,
With part on left side or on right side,

Reversible (a day and night side),

String-straight or wavy, any hue,
With suction caps or tape or glue,
Home grown (to order) human hair,

Or new synthetic wash 'n' wear.

I'll measure fore and aft with tape,
With patterns I will get the shape,
And then I'll mail the envelope
And wait, and bite my nails, and hope.

'Mongst other things, I'll hope and pray

This envelope won't go astray,
Lest numbers, patterns (some with hole in),

Be thought top secret plans I've stolen!

Quote

A minister was loud in his praise of the fat and juicy bird his host served for dinner, and finally he asked: "Where did you get such a fine goose as that?"

"Parson," replied the host, "when you preach a good sermon I don't ask you where you got it. I hope you'll have the same consideration for me."—J J KELLY. g

" "

On a recent charter flight the passengers had just settled back for the trip when the captain's voice, in an intimate tone, came over the inter-com, directed to the young attractive stewardess in the galley:

"Hello, lover, how about some of your ever lovin' hot coffee and some of your ever lovin' lovin'?"

Blushing and embarrassed, the stewardess quickly hurried up the aisle to inform him his cute message had been heard by the passengers, when a male passenger observed loudly, "You forgot the coffee!"—LESLIE F HARCUS, *True*. h

" "

The Revenue Service knew this one had to happen sooner or later.

"Is this the office where I pay my income tax?" a woman asked on entering a Revenue office.

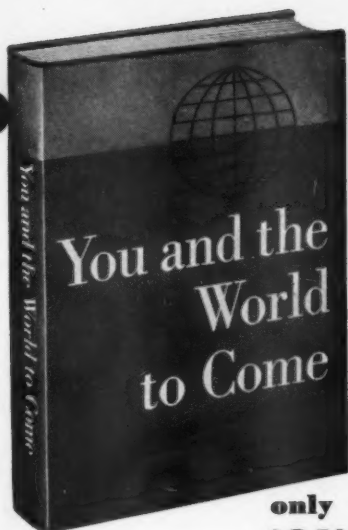
"Yes," repl'd an ag't, "the cashier there will take your money."

"Oh, I never pay any bills in cash," said the woman. "I always use my credit card."—WALTER TROHAN, *Chicago Tribune Press Service*. i

" "

Ma: "Pa, I don't think the neighbors like the drum we got Johnny for Christmas." "Why?" said Pa.

Ma: "They gave him a knife and asked him if he knew what was in the drum."—*Supervision*. j



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[REDACTED]

General Fu Chung, deputy dir of the political dept of the Communist Chinese People's Liberation Army: "In a class society wars are inevitable by nature. . . To think wars can be avoided forever before classes are eliminated by the human race is nothing but a naive illusion." 1-Q-t

" "

DUKE OF EDINBURGH: "The days of self-sufficient nations and narrow-minded nationalists in Europe are over." 2-Q-t

" "

I adore women, just as I adore an original edition, with its faults. And I never turn down the corners on my good books.—SACHA GUTTRY, *Paris Match*, France. 3-Q-t

SECOND CLASS MATTER

[REDACTED]

Quote does not test any products. We only report them.

The watchmakers have gone all out to dream up innovations, since everybody has regular timepieces. One, a traveler's watch, gives date and time in any two different time zones simultaneously. With another you can tell the time in any of the world's major cities by setting dial rim. A novel watch with feminine appeal has 6 different colored straps to match different costumes. For men, a 2-face watch features

a dial for dress occasions on one side, simpler style for street and business wear on the other side. A parking meter watch has an alarm which can be set for either a half-hour, 1 hour, or 2 hours to indicate expiration of meter.

We read of a unique watch with the stem winder on the left side for left-handed watch winders. We presume they wear it on the right wrist.

